

16-Oct-12

TO: Susie Toma
Cheryl Long

copy: Cedric Thomas
Jennifer Stewart
DeAnna Datillo
Public File

FROM: Dawn Tavoletti

RE: **Political Rebate**
Candidate: Vogel
Week of: 10/8 - 10/14
Contract Number: 336335 - HL 6368307

Dayparts:

| Line # | ordered | Length | rate paid | Rate Section | # of spots | LUC | Rebate amount |
|--------|-----------------|--------|-----------|--------------|------------|-------|---------------|
| 7 | 8-1030A Sat | :30 | \$275 | 5 | 1 | \$250 | \$25 |
| 17 | 1130P-1230A Sun | :30 | \$1,700 | 5 | 1 | \$900 | \$800 |

TOTAL REBATE (Gross) \$825
(Net) \$701.25



Billing Adjustment Form

☒ WPXI-TV

☐ PCNC

☐ EPXI

☐ WPXI.com

☐ WPXI Mobile



Agency Strategic Media

Write-up Date 10/16

Client Poll Vogel

Requested By DTavolletti

Campaign/Title SEN/PA

Resolution Date _____

Reason:

Customer Deduction _____

Sales Person Error _____

Billing Error _____

Traffic Error _____

Separation/Scheduling Problem _____

Late Run _____

Other ☒ _____

Reference:

Invoice No. _____

Invoice Date _____

Contract No. 336335

Explanation of Adjustments by Requestor: LVL

Additional Explanation by _____:

GROSS Amount to be Credited: \$ 825.00 Debited: \$ _____

NET Amount to be Credited: \$ 701.25 Debited: \$ _____

ROUTE IN THIS ORDER FOR TRACKING AND APPROVAL:

1. Account Executive: _____ Approved _____ Date _____

2. Local/National Sales Manager: DTavolletti Approved ☒ Date 10/16

3. General Sales Manager: _____ Approved _____ Date _____

General Manager (Over \$5000): _____ Approved _____ Date _____

4. Final Approval: Controller: _____ Approved _____ Date _____

Entered On Spreadsheet _____ Entered as done _____ Entered in OSi _____



WPXI
4145 Evergreen Road
Pittsburgh, PA 15214

Strategic Media Services
3289 K Street NW
Suite 200
Washington, DC 20007

Contract # 336335

| | | | |
|----------------|---|---------------|------------------|
| Schedule Dates | 10/11/12-10/23/12 | Date Entered | 10/10/12 |
| Advertiser | Pol/E Vogel/R/SSN/PA (17034) | Last Modified | 10/15/12 |
| Agency/T-Code | Strategic Media Services (1349)/958114894 | Entered By | Jennifer Stewart |
| Product | Political - State Candidate (1071) | CO-OP | Yes |
| Brand | POL/E VOGEL/R/SEN/PA (139378) | Headline # | 06368307 |
| Salesperson | Telerep/Washington DC, Washington DC (1040) | Demo | |
| Sales Office | Telerep/Washington DC | Order Type | Normal |
| Buyer Name | | Package Deal | |
| Phone/Fax | / | Commission % | 15.00 |
| CPE | 2884 | Commission | \$5,182.50 |
| Account Types | National/Political | Net Total | \$29,367.50 |
| Billing Type | Standard | Sales Tax | |
| Comments | ELDER VOGEL 10/10 | | |

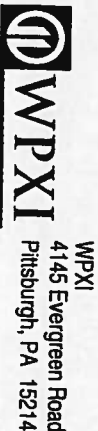
| Pittsburgh (WPXI) | | | |
|---------------------|-----------|--------------------|--|
| By Broadcast Month | Spots | Rate | |
| Oct. 2012 | 40 | \$34,550.00 | |
| Grand Total: | 40 | \$34,550.00 | |

| Line | Line Type / Break Type (Ref #) | Dates | Sec | Length | Run Times | SPW | Mo | Tu | We | Th | Fr | Sa | Su | Spots | Rate | Total | Station | Comments | Entered |
|------|--------------------------------|-------------------|-----|--------|-----------------------------------|-----|----|----|----|----|----|----|----|-------|----------|------------|-------------------|----------------|----------|
| 1.0 | Normal Line / Spot | 10/11/12-10/12/12 | 4 | :30 | 5:59A- Channel 11 News 6am | | | | | | 1 | 2 | | 3 | \$800.00 | \$2,400.00 | Pittsburgh (WPXI) | NEWS 6-7A/1 | 10/10/12 |
| 2.0 | Normal Line / Spot | 10/15/12-10/19/12 | 4 | :30 | 5:59A- Channel 11 News 6am | | 1 | 1 | 1 | 1 | 1 | | | 5 | \$800.00 | \$4,000.00 | Pittsburgh (WPXI) | NEWS 6-7A/2 | 10/10/12 |
| 3.0 | Normal Line / Spot | 10/22/12-10/23/12 | 4 | :30 | 5:59A- Channel 11 News 6am | | 1 | 1 | | | | | | 2 | \$800.00 | \$1,600.00 | Pittsburgh (WPXI) | NEWS 6-7A/3 | 10/10/12 |
| 4.0 | Normal Line / Spot | 10/11/12-10/12/12 | 4 | :30 | 7A- 8A (EST) | | | | | 1 | 1 | | | 2 | \$625.00 | \$1,250.00 | Pittsburgh (WPXI) | TODAY 7-8A/4 | 10/10/12 |
| 5.0 | Normal Line / Spot | 10/15/12-10/19/12 | 4 | :30 | 7A- 8A (EST) | | 2 | X | X | X | X | | | 2 | \$625.00 | \$1,250.00 | Pittsburgh (WPXI) | TODAY 7-8A/5 | 10/10/12 |
| 6.0 | Normal Line / Spot | 10/22/12-10/23/12 | 4 | :30 | 7A- 8A (EST) | | 1 | X | X | | | | | 1 | \$625.00 | \$625.00 | Pittsburgh (WPXI) | TODAY 7-8A/6 | 10/10/12 |
| 7.0 | Normal Line / Spot | 10/13/12-10/20/12 | 5 | :30 | 8A- 10:30A (EST) | | | | | | | 1 | | 2 | \$275.00 | \$550.00 | Pittsburgh (WPXI) | NEWS 8-1030A/7 | 10/10/12 |
| 8.0 | Normal Line / Spot | 10/14/12-10/21/12 | 5 | :30 | 8A- 10A (EST) | | | | | | | | 1 | 2 | \$275.00 | \$550.00 | Pittsburgh (WPXI) | NEWS 8-10A/8 | 10/10/12 |
| 9.0 | Normal Line / Spot | 10/11/12-10/12/12 | 5 | :30 | 5:58P- Channel 11 News At 6pm M-F | | | | | | 1 | 2 | | 3 | \$775.00 | \$2,325.00 | Pittsburgh (WPXI) | NEWS 6-630P/9 | 10/10/12 |
| 10.0 | Normal Line / Spot | 10/15/12-10/19/12 | 5 | :30 | 5:58P- Channel 11 News At 6pm M-F | | 1 | 1 | 1 | 1 | 1 | | | 5 | \$775.00 | \$3,875.00 | Pittsburgh (WPXI) | NEWS 6-630P/10 | 10/10/12 |
| 11.0 | Normal Line / Spot | 10/22/12-10/23/12 | 5 | :30 | 5:58P- Channel 11 News At 6pm M-F | | 1 | X | X | | | | | 1 | \$775.00 | \$775.00 | Pittsburgh (WPXI) | NEWS 6-630P/11 | 10/10/12 |

CONFIRMATION CONTRACT

| | | | | |
|-----------------------------|-------|-------------------|-------|-----------|
| Accepted Agency/Advertiser: | Date: | Accepted-Station: | Date: | Comments: |
|-----------------------------|-------|-------------------|-------|-----------|

WPXI-TV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising contract with this station, whether verbal or written.



Strategic Media Services
3299 K Street NW
Suite 200
Washington, DC 20007

Contract # 336335
Schedule Dates 10/11/12-10/23/12
Advertiser Pol/E Vogel/R/SSN/PA (17034)
Agency/T-Code Strategic Media Services (1349)/958114894
Product Political - State Candidate (1071)
Brand POL/E VOGEL/R/SEN/PA (139378)
Salesperson Teletrap/Washington DC, Washington DC (1040)
Sales Office Teletrap/Washington DC
Buyer Name
Phone/Fax /
CPE 2884
Account Types National/Political
Billing Type Standard
Comments ELDER VOGEL 10/10

Date Entered 10/10/12
Last Modified 10/15/12
Entered By Jennifer Stewart
CO-OP Yes
Headline # 06368307
Demo
Order Type Normal
Package Deal
Commission % 15.00
Commission \$5,182.50
Net Total \$29,367.50
Sales Tax

Pittsburgh (WPXI)
By Broadcast Month
Oct 2012
Grand Total: 40 \$34,550.00

| Line | Line Type / Break Type (Ref #) | Dates | Sec | Length | Run Times | SPW | Mo | Tu | We | Th | Fr | Sa | Su | Spots | Rate | Total | Station | Comments | Entered |
|------|---------------------------------|-------------------|-----|--------|---------------------------------------|-----|----|----|----|----|----|----|----|-------|------------|------------|-------------------|-------------------------------|----------|
| 12.0 | Normal Line / Preempt | 10/13/12-10/13/12 | 4 | :30 | 6P- 6:30P (EST) | | | | | | | 1 | | 1 | \$625.00 | | Pittsburgh (WPXI) | NA SAT NEWS 6-630P/12 | 10/10/12 |
| 13.0 | Normal Line / Spot | 10/14/12-10/14/12 | 4 | :30 | 6P- CHANNEL 11 NEWS | | | | | | | | 1 | 1 | \$675.00 | \$675.00 | Pittsburgh (WPXI) | NEWS 6-630P/13 | 10/10/12 |
| 14.0 | Normal Line / Spot | 10/11/12-10/12/12 | 5 | :30 | 10-59P- CHANNEL 11 NEWS | | | | | 1 | 2 | | | 3 | \$1,350.00 | \$4,050.00 | Pittsburgh (WPXI) | LATE NEWS/14 | 10/10/12 |
| 15.0 | Normal Line / Spot | 10/15/12-10/19/12 | 5 | :30 | 10-59P- CHANNEL 11 NEWS | | 4 | X | X | X | X | | | 4 | \$1,350.00 | \$5,400.00 | Pittsburgh (WPXI) | LATE NEWS/15 | 10/10/12 |
| 16.0 | Normal Line / Spot | 10/22/12-10/23/12 | 5 | :30 | 10-59P- CHANNEL 11 NEWS | | 1 | X | X | | | | | 1 | \$1,350.00 | \$1,350.00 | Pittsburgh (WPXI) | LATE NEWS/16 | 10/10/12 |
| 17.0 | Normal Line / Spot | 10/14/12-10/14/12 | 5 | :30 | 11:30P- Channel 11 News | | | | | | | | 1 | 1 | \$1,700.00 | \$1,700.00 | Pittsburgh (WPXI) | NEWS FLW FB 1130-1235A/17 | 10/10/12 |
| 18.0 | Normal Line / Sports- Local Pro | 10/21/12-10/21/12 | 5 | :30 | 6P- Black & Gold Countdown to Kickoff | | | | | | | | 1 | 1 | \$1,500.00 | \$1,500.00 | Pittsburgh (WPXI) | BLK&GOLD 6-7P/18 | 10/10/12 |
| 19.0 | Normal Line / Preempt | 10/21/12-10/21/12 | 4 | :30 | 6P- 7P (EST) | | | | | | | | 1 | | \$675.00 | | Pittsburgh (WPXI) | NA NEWS 6-7P DUE TO RATE/13 | 10/10/12 |
| 20.0 | Normal Line / Preempt | 10/21/12-10/21/12 | 5 | :30 | 11:35P- 12:05A (EST) | | | | | | | | 1 | | \$1,700.00 | | Pittsburgh (WPXI) | NA NEWS FLW FB DUE TO RATE/17 | 10/10/12 |
| 21.0 | M/G For 19.0.1 / Spot | 10/20/12-10/20/12 | 4 | :30 | 7P- Jerome Bettis 7-730P | | | | | | | 1 | | 1 | \$675.00 | \$675.00 | Pittsburgh (WPXI) | BETTIS 7-730P/19 | 10/15/12 |

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:

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